D.M 11-12-92
T&D 11/11/92
S.R.M. 11
S.A.M. 11/12/92

10-8-92

"CONFIDENTIAL"

TO: ALL DM'S WITH WAL*MART STORES
CHAIN ID # 0209-00-00

" DO NOT COPY THIS LETTER", GIVE INSTRUCTIONS VERBALLY TO YOUR PEOPLE. YOU MAY COPY STORE LISTS AND POGS.

SUBJECT: SINGLE PACK FIXTURE APPROVAL, INSTALLATION DETAILS

LADIES & GENTLEMEN:

WAL*MART HAS APPROVED A FOUR FOOT SINGLE PACK CIGARETTE FIXTURE FOR PLACEMENT IN THEIR STORES. THEY HAVE ALSO APPROVED A FOUR FOOT COMBINATION FIXTURE FOR MARLBORO 5 PACKS AND TOBACCO ITEMS. PHILIP MORRIS WILL BE SUPPLYING BOTH FIXTURES FOR WAL*MART. KEY POINTS OF THE PROGRAM AND RJR'S POSITION FOLLOW:

1. INSTALLATIONS BEGIN THE WEEK OF 10/12/92 IN 10 STATES. 17 STORES PER STATE IN ALABAMA, ARKANSAS, GEORGIA, ILLINOIS, LOUISIANA, MISSISSIPPI, MISSOURI, OKLAHOMA, TENNESSEE, AND TEXAS. A STORE LIST IS ATTACHED, 170 STORES.

2. INSTALLATIONS BEGIN IN AN ADDITIONAL 11 STATES THE WEEK OF 10/19/92. 17 STORES PER STATE IN ARIZONA, N. CAROLINA, S. CAROLINA, N. MEXICO, INDIANA, KANSAS, FLORIDA, IOWA AND KENTUCKY. 11 STORES IN NEBRASKA AND 6 STORES IN WISCONSIN. 170 STORES TOTAL.

3. NO FURTHER INSTALLATION DETAILS ARE AVAILABLE AT THIS TIME HOWEVER IT IS OUR UNDERSTANDING NO INSTALLATIONS WILL BE MADE BETWEEN 11/24/92 AND 1/1/93. PHILIP MORRIS HAS COMMITTED TO COMPLETE INSTALLATIONS BY MARCH 1993. I WILL ADVISE ADDITIONAL STATES/STORES AS SOON AS POSSIBLE.

4. RJR WILL BE VERTICALLY LOADED ON THE "SINGLE PACK FIXTURE" WITH PHILIP MORRIS. RJR WILL HAVE ADVERTISING ON THE PM CANOPY ABOVE OUR SPACE, EQUAL TO PM'S SIGNAGE. "WINSTON" WILL BE OUR FEATURE ADVERTISING AND A PIECE TO FIT PM'S CANOPY IS BEING DEVELOPED IN W-S AND WILL SHIP TO YOUR DIVISION/DISTRICT BASED ON YOUR STORE COUNT. (EST. LATE OCTOBER)

5. PLAN-O-GRAMS FOR EACH STATE WILL BE FORWARDED AS RECEIVED. RJR HAS NO TAGGING RESPONSIBILITY AS PM HAS COMMITTED TO TAG AND LOAD ON INSTALLATION. OUR JOB WILL BE TO ENSURE PM SETS TO THE APPROVED POG. *IN NO INSTANCE ARE WE TO CHANGE THE COMPANY SPACE ALLOCATION AT STORE LEVEL.* VIRTUALLY ALL RJR BRANDS IN THE TOP 150 BRANDS BY STATE ARE INCLUDED ON THE POG.

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6. YOU MAY HAVE BRANDS THAT ARE ON THE PACKAGE POG THAT ARE NOT NOW IN CARTON INVENTORY. THIS IS A GOOD OPPORTUNITY FOR OUR PEOPLE TO GET DISTRIBUTION ON BRANDS THEY NEED AND HAVE NOT BEEN ABLE TO SECURE.

7. DO NOT ENTER ANY PACKAGE CONTRACT INTO SIS AT THIS TIME. I WILL ADVISE APPROPRIATE CONTRACT AND STARTING DATE.

8. PM'S FIXTURE DOES NOT HAVE A DUMPBIN FOR PREMIUM PROMOTIONS. WE WILL PROMOTE IN WAL*MART EXCLUSIVELY WITH "CENTS-OFF" COUPONS ON PACKS WITHIN THE SPRINGLOAD UNIT. MID-MONTH AND END-MONTH PAYDAYS ARE PRIMETIME FOR COUPONING EMPHASIS.

   COUPONING IS A MORE EFFICIENT METHOD OF PROMOTION IN A CHAIN OF THIS SIZE AND VOLUME AND COST-SAVINGS CUSTOMER DEMOGRAPHICS. WE SAVE MANPOWER IN THE PACKING OF PREMIUMS AND THE TIME-CONSUMING TASK OF ENTERING EACH INDIVIDUAL PROMOTION INTO THEIR SCAN SYSTEM.

9. RJR HAS NO ALLOCATED SPACE ON PM'S 5 PACK/TOBACCO FIXTURE. WHEN THIS UNIT IS PLACED ALL TOBACCO ITEMS SHOULD BE REMOVED FROM RJR FLEX IF APPLICABLE. THE SAVINGS SECTION SHOULD THEN BE REMERCHANDISED TO THE 50/50 VERTICAL LOAD SCENARIO BETWEEN RJR AND PM. *IN NO INSTANCE SHOULD B&W, ATC, OR L&M LOAD IN THIS VACATED SPACE. A COPY OF THE REVISED SAVINGS SECTION MODULAR MINUS TOBACCO DATED 7/92 IS ATTACHED FOR YOUR REFERENCE.*

10. OUR CARTON AGREEMENT WITH WAL*MART DICTATES THAT CARTON FIXTURES CANNOT BE REDUCED IN SIZE ARBITRARILY. THEY CAN BE REDUCED IF SALES WARRANT A REDUCTION, HOWEVER THIS HAS TO BE APPROVED BY RJR AND WAL*MART PRIOR TO THE CHANGE.

" UNDER NO CIRCUMSTANCES SHOULD AN RJR CARTON FIXTURE BE REDUCED IN SIZE TO ACCOMMODATE THE NEW PM SINGLE PACK OR 5 PACK FIXTURE."

IF THIS OCCURS IN A STORE IN YOUR DIVISION/DISTRICT NOTIFY MY OFFICE IMMEDIATELY!!

11. RJR DIVISIONS/DISTRICTS PARTICIPATING IN THE 1992 SINGLE PACK TEST, AND THOSE DIVISIONS THAT HAVE PLACED RJR SINGLE PACK FIXTURES WITH THE APPROVAL OF WAL*MART DISTRICT MANAGERS SHOULD BE PREPARED TO PICK UP OUR FIXTURES AND REUSE AS NEEDED. YOU MAY LEAVE THEM ON LOCATION UNTIL PM IS SCHEDULED TO INSTALL THEIR UNIT IF DESIRED.

12. LIST PROBLEMS ON INSTALLATIONS ON YOUR STORE SCHEDULE SHEET AS INDICATED. WE WILL COMPILE FOR HANDLING WITH WAL*MART.

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I WOULD LIKE TO ENCOURAGE YOUR FEEDBACK ON HOW PHILIP MORRIS IS HANDLING THE IMPLEMENTATION OF THIS PROGRAM IN THE FIELD. I ANTICIPATE NUMEROUS PROBLEMS ON INSTALLATIONS BECAUSE OF THE VARIOUS CARTON FIXTURE SIZES ON LOCATION AND LIMITED AVAILABLE SPACE FOR EXPANSION IN MANY STORES. THERE ARE ALSO NUMEROUS STORE MANAGERS AGAINST SELLING SINGLE PACKS FOR VARIOUS REASONS.

INITIAL STORE LISTS AND THE SAVINGS SECTION POG ARE ATTACHED. THANKS FOR YOUR HELP AND ADVISE IF YOU HAVE QUESTIONS. TREAT THIS LETTER AS "CONFIDENTIAL" AND DO NOT COPY.

SINCERELY,

MARTY WASHBURN
CAM

CC: AVP'S, RM'S

W/ATTACHMENTS

Source: https://www.industrydocuments.ucsf.edu/docs/lfkn0000

PM PACK RACK SET

WEEK OF 10/12/92

STORE #	LOCATION	DIV	TYPE OF PROBLEM
287	JASPER, AL	2424	
298	BOAS, AL	2426	
300	JACKSONVILLE, AL	2426	
301	GADSEN, AL	2426	
306	ARAB, AL	2426	
316	ATTALLA, AL	2426	
329	ANNISTON, AL	2424	
332	HUNTSVILLE, AL	2426	
355	OPELIKA, AL	2428	
356	AUBURN, AL	2428	
375	HUNTSVILLE, AL	2426	
423	PELHAM, AL	2424	
424	CLANTON, AL	2428	
432	TALLADEGA, AL	2424	
433	HUNTSVILLE, AL	2426	
434	HUNTSVILLE, AL	2426	
483	PRATTVILLE, AL	2428	
1	ROGERS, AR	4338	
2	HARRISON, AR	4338	
4	SILOAM SPRINGS, AR	4338	
5 SC	CONWAY, AR	4324	
7	NORTH LITTLE ROCK, AR	4324	
11	MOUNTAIN HOME, AR	4338	
16	VAN BUREN, AR	4338	
18	NEWPORT, AR	4324	
24	JACKSONVILLE, AR	4324	
33	NASHVILLE, AR	4338	
36	PARAGOULD, AR	4324	
52	HOT SPRINGS, AR	4338	
58	RUSSELLVILLE, AR	4338	
62	BLYTHEVILLE, AR	4324	
67	MENA, AR	4338	
68	WYNNE, AR	4324	
69	FESTUS, MO	6424	

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STORE #	LOCATION	DIV	TYPE OF PROBLEM
459	COVINGTON, GA	2238	
494	NEWMAN, GA	2734	
509	DOUGLASVILLE, GA	2228	
510	GAINSVILLE, GA	2226	
518	CANTON, GA	2226	
548	LAWRENCEVILLE, GA	2226	
555	DUBLIN, GA	2734	
556	WAYCROSS, GA	2724	
575	WOODSTOCK, GA	2226	
588	ALBANY, GA	2734	
594	FAYETTEVILLE, GA	2228	
605	SAVANNAH, GA	2234	
606	SAVANNAH, GA	2234	
614	LA GRANGE, GA	2734	
615	CARTERSVILLE, GA	2226	
618	DALLAS, GA	2226	
635	SAVANNAH, GA	2234	
422	ROBINSON, IL	6426	
435	HIGHLAND, IL	6426	
481	MATTOON, IL	6426	
198	SALEM, IL	6426	
199	LINCOLN, IL	6426	
200	JACKSONVILLE, IL	6426	
201	BELLEVILLE, IL	6426	
213	LITCHFIELD, IL	6426	
216	MARION, IL	4336	
222	SPARTA, IL	6422	
224	MOUNT VERNON, IL	6426	
237	HARRISBURG, IL	4336	
253	JERSEYVILLE, IL	6426	
254	OLNEY, IL	6426	
256	GLEN CARBON, IL	6426	
262	BENTON, IL	6426	
317	VADALIA, IL	6426	

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STORE #	LOCATION	DIV	TYPE OF PROBLEM
311	FRANKLIN, LA	4626	
469	LAKE CHARLES, LA	4530	
489	HAMMOND, LA	4628	
505	DERIDDER, LA	4530	
531	LAFAYETTE, LA	4626	
532	GONZALES, LA	4634	
533	NE IBERIA, LA	4626	
534	LAFAYETTE, LA	4626	
539	ALEXANDRIA, LA	4626	
540	BAYOU VISTA, LA	4626	
541	COVINGTON, LA	4628	
543	OPELOUSAS, LA	4626	
553	SLIDELL, LA	4628	
803	BOGALUSA, LA	4628	
839	BATON ROUGE, LA	4634	
909	CHALMETTE, LA	4628	
495	COLUMBUS, MS	4328	
105	CORINTH, MS	4328	
112	STARKVILLE, MS	4328	
114	BONNEVILLE, MS	4328	
164	PONTOTOC, MS	4328	
176	RIPLEY, MS	4328	
182	GREENVILLE, MS	4622	
205	PHILADELPHIA, MS	4630	
258 SC	TUPELO, MS	4328	
365	PEARL, MS	4622	
391	TUPELO, MS	4328	
495	COLUMBUS, MS	4328	
501	LAUREL, MS	4630	
699	OXFORD, MS	4328	
707	CLARKSDALE, MS	4328	
708	VICKSBURG, MS	4622	
716	GREENWOOD, MS	4622	

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STORE #	LOCATION	DIV	TYPE OF PROBLEM
9	SIKESTON, MO	4336	
13	CARTHAGE, MO	6436	
14	LEBANON, MO	6436	
15	WEST PLAINS, MO	4336	
17	NEOSHO, MO	6436	
20	CLINTON, MO	6539	
21	ST. ROBERT, MO	6436	
25	MEXICO, MO	6424	
27	SALEM, MO	6436	
30	DEXTER, MO	4336	
32	BRANSON, MO	6436	
34	NEVADA, MO	6539	
40	MOBERLY, MO	6424	
46	BOLIVAR, MO	6436	
59	JOPLIN, MO	6436	
61	WARRENSBURG, MO	6539	
65	SULLIVAN, MO	6424	
10	TAHLEQUAH, OK	4232	
22	PRYOR, OK	4232	
28	MIAMI, OK	4232	
31	POTEAU, OK	4232	
38	IDABEL, OK	4232	
41	BARTLESVILLE, OK	4232	
47	SALLISAW, OK	4232	
49	HUGO, OK	4232	
50	VINITA, OK	4232	
90	GROVE, OK	4232	
103	SHAWNEE, OK	4230	
113	CHICKASHA, OK	4230	
117	BROKEN BOW, OK	4232	
121	OKMULGEE, OK	4232	
123	SEMINOLE, OK	4230	
129	ARDMORE, OK	4230	
130	MUSKOGEE, OK	4232	

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STORE #	LOCATION	DIV	TYPE OF PROBLEM
93	COVINGTON, TN	4326	
94	MILLINGTON, TN	4326	
104	MILAN, TN	4326	
107	MARTIN, TN	4326	
120	HUMBOLDT, TN	4326	
175	COLLIERVILLE, TN	4326	
177	PARIS, TN	4326	
192	COLUMBIA, TN	4339	
238	PULASKI, TN	4339	
268	SAVANNAH, TN	4326	
272	FRANKLIN, TN	4339	
304	SPRINGFIELD, TN	4339	
308	MANCHESTER, TN	4339	
335	JACKSON, TN	4326	
314	FAYETTEVILLE, TN	2438	
393	JACKSON, TN	4326	
406	SMYRNA, TN	4339	
77	TAYLOR, TX	4722	
140	LUFKIN, TX	4530	
147	DENISON, TX	4425	
148	PARIS, TX	4434	
163	NACOGDOCHES, TX	4434	
165	HENDERSON, TX	4434	
180	JACKSONVILLE, TX	4434	
181	NEW BOSTON, TX	4434	
206	MCKINNEY, TX	4425	
214	JASPER, TX	4530	
217	LEWISVILLE, TX	4427	
220	BURLESON, TX	4429	
223	ALLEN, TX	4425	
226	ATLANTA, TX	4434	
228	CLEBURNE, TX	4429	
249	CLEVELAND, TX	4529	

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ALL STATES

16' MODULAR REVISION
SAVINGS SECTION "ONLY"

WAL*MART
7/92

DORAL	CAMBRIDGE

DORAL	PREMIUM BUY
DORAL	PREMIUM BUY
DORAL	CAMBRIDGE
BEST VALUE	CAMBRIDGE
BEST VALUE	ALPINE
VICEROY/RALEIGH	GPC
3'	3'

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ALL STATES

12' MODULAR REVISION SAVINGS SECTION "ONLY"

WAL*MART 7/92

DORAL	CAMBRIDGE

DORAL	PREMIUM BUY
DORAL	PREMIUM BUY
DORAL	CAMBRIDGE
BEST VALUE	CAMBRIDGE
BEST VALUE	ALPINE
VICEROY/RALEIGH	GPC
4'	

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